



## For Immediate Release:

Aug. 30, 2018

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## OTS campaign reminds drivers "Pedestrians Don't Have Armor"

### *September is California's Pedestrian Safety Month*

Next month marks the start of California's Pedestrian Safety Month, and the California Office of Traffic Safety (OTS) remains committed to educating drivers and pedestrians about safe roadway habits.

OTS will run a public awareness campaign, "Pedestrians Don't Have Armor." The education campaign was first introduced in 2016, showing pedestrians wearing car parts as body armor. The message is simple, but powerful: regardless of whether someone is on foot or behind the wheel, we must do our part to look out for one another because pedestrians are no match for a vehicle.

The number of pedestrians killed on California roadways continues to rise at an alarming rate. In 2016, 867 pedestrians died, a nearly 33 percent increase from 2012. More than 14,000 pedestrians were injured.

"At some point, we are all pedestrians," OTS Director Rhonda Craft said. "Let's take a step back from the hustle and bustle in our lives and start looking out for one another, both in the car and outside of it."

To ensure we can all get where we need to go safely, OTS offers tips for pedestrians and drivers.

### **Drivers**

- Before making a turn, make sure the path is clear. Let pedestrians with the right of way safely cross intersections before turning.
- Avoid distractions. Look at your surroundings, not your phone.
- Be careful backing up. Look for pedestrians who may be walking behind the vehicle.
- Obey posted speed limits.

### **Pedestrians**

- Use crosswalks or intersections only, preferably with stop sign or signal.
- Make eye contact with drivers.
- Avoid wearing ear buds or using your phone.
- Don't dart out between parked cars. Look for cars backing up.
- Look left-right-left before you step into the crosswalk: a green light or "WALK" signal does not indicate it is safe to cross.
- Walk facing traffic.
- Wear bright clothes during the day and reflective material (or use a flashlight) at night.

